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INDY DELIVERS GREAT RESULTS IN CLOSING CENSUS RATES

Circle City second among nation's 20 biggest cities, outperformed 2000 rate

INDIANAPOLIS – On Friday, the U.S. Census Bureau sent out the last of its daily mailback updates. In the latest tally, Indianapolis' rate of 72 percent was second among the nation's top 20 largest cities, trailing only San Jose at 74 percent.

"We are very pleased with the rate of participation in the 2010 Census by the people of Indianapolis," said Mayor Gregory A. Ballard. "We have outpaced the 2000 Census results and shown that our community is active and involved in its civic functions. I'm especially grateful to the members of the 2010 Indy Counts Complete Count Committee, led by co-chairs Amos Brown and Steve Smith, for their commitment to maximizing participation through outreach and awareness."

The Census Bureau will deliver its final mailback rates next week. Indianapolis held its place among the country's largest cities each week since returns began to come back in late March, never dropping out of the top 10.

Among the townships, all produced rates better than 70 percent except Center, which delivered a rate of 67 percent – six points higher than in 2000.

"The participation rate we've seen for the census is outstanding and something we as a community should take a lot of pride in," said Congressman Andre Carson. "There is a lot riding on Census 2010, and I think the people of Indianapolis clearly recognized that. The Complete Count Committee—under the leadership of Amos Brown and Steve Smith—did a phenomenal job of getting the word out with very limited resources. And moreover, the community stepped up to dedicate their own time and effort to this cause, and it certainly was a difference-maker in our mail back rate. "

"With all the wild cards this time around, from the economy to the political climate, we are more than pleased – we are absolutely overwhelmed," said Brown. "Delivering 72 percent, one point better than in 2000, is a great result and this is one of those moments when I feel great pride for this city and its people."

Of the townships, Franklin produced a return rate of 79 percent, one point off its 2000 total, while Decatur joined Center in greatly surpassing its 2000 total with 75 percent versus 70 percent 10 years ago.

"The people of Indianapolis really responded to our messages of personal patriotism and of the importance of the census, not only for funding but as a basis for economic

development and growth,” said Smith. “The people of this community took it as a challenge, a competition, to do better than we did a decade ago, and this championship-caliber city delivered a winning effort.”

Census takers will begin going door-to-door to get counts of households that failed to return a form starting in May.

The census taker who collects your information is sworn for life to protect your data under [Federal Law Title 13](#). Those who violate the oath face criminal penalties: Under federal law, the penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.

For information about Census takers, visit <http://2010.census.gov/2010census/how/census-taker.php>.

The information in census forms is completely and entirely confidential.

To find out more about the Indianapolis Census effort and how the data is used, visit www.indycensus2010.com.

For more information about Census jobs, visit <http://www.census.gov/hrd/www/index.html>.

Quick Tips from the Census Bureau

If you didn't send back your Census form, you may receive a visit from a census taker. If a census taker visits you, here's what you should do:

- First ask to see their ID. All census workers carry official government badges marked with just their name; they may also have a "U.S. Census Bureau" bag
- Note that the census taker will never ask to enter your home
- If you're still not certain about their identity, please call the [Regional Census Centers](#) to confirm they are employed by the Census Bureau
- Answer the census form questions for your entire household (you must be at least 15 years old to answer questions) so that the census taker can record the results for submission to the Census Bureau
- Census takers will only ask questions from the Census form and will not ask for bank account information

Census takers visit local homes several times to capture resident information for the 2010 Census. If you prefer, you can schedule a visit with your census taker. Should the census taker come when you are away from your home, they will leave a contact number. If a census taker has not visited your home or you have a question about your participation with the census, call your [Census office](#).